

FY07 SOMERVILLE BUDGET HEARINGS

Communications Department

Director, Thomas P. Champion



1. COMMUNICATIONS – FY06 Accomplishments & Initiatives

- 1. Continued to expand the volume of communications materials directed to the media and the public at large.**
- 2. Developed entirely new communications channels.**
 - Created three new cable television programs
 - Research the proposed future implementation of mass notification technology (Connect-CTY)

2. COMMUNICATIONS – FY06 Accomplishments & Initiatives

3. Improved the layout and usability of the City's website.

The screenshot shows the City of Somerville website interface. At the top, the header includes the City of Somerville logo, the Mayor's name (Joseph A. Curtatone), and a navigation bar with links: About Somerville, Mayor's Office, What's New, Government, Departments, 311, Pay Bills, My Somerville, and Home. A search bar is located on the left side. The main content area features several sections: a 'Calendar of Events' with a banner image, a 'City on the MOVE' section, a 'Sunsetters Rise' article, and a 'City Spotlight' section with icons for Recreation & Youth Services, Nightlife, Arts & Cultural Life, and Big Plans for the City. A sidebar on the left contains 'Most Requested Links' and a 'Condo Conversion Ordinance' section. A blue callout box on the right lists four bullet points, with arrows pointing to specific elements on the website: the top banner, the 'City on the MOVE' section, the 'City Spotlight' section, and the 'Condo Conversion Ordinance' section.

- All Banners Link to Home Page
- New “Special Attention” Area
- Increased Flexibility in City Spotlight
- New Temporary Pages for Breaking Issues

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3. COMMUNICATIONS – FY07 Goals

1. Build on the City's use of cost-effective technology to improve external communications and support the City's continuing commitment to customer service, transparency, and accountability.
2. Adopt a mass notification telephone service to augment the web, email, cable, emergency telephone hot line, press release, and emergency media advisory channels in providing time-sensitive public outreach on safety, traffic, parking, and other community information.
3. Produce a full 10-month season of three new programs: *Jimmy Tingle's Somerville*, *Somerville Women Today*, and *High School News from High School Students* (working title).

4. COMMUNICATIONS – FY07 Goals

4. Increase production of remotely-based programming (outside the studio) and work with the Mayor's Office and other City departments on the production of issue-oriented documentaries (with possible topics to include Assembly Square, rodent control/trash management, citywide environmental initiatives, and more).
5. Support another round of public information outreach and marketing for the 311 constituent service program.